



#GetHeartChecked

Lessons Learned from Implementing an Initiative to Improve College Students' Cardiovascular Health



THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives



1 in 3


Women die of heart disease.



THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives



Every

80 seconds

A woman dies from heart disease.



THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives

Heart disease and stroke drain

\$1 billion

from the U.S. economy every day.

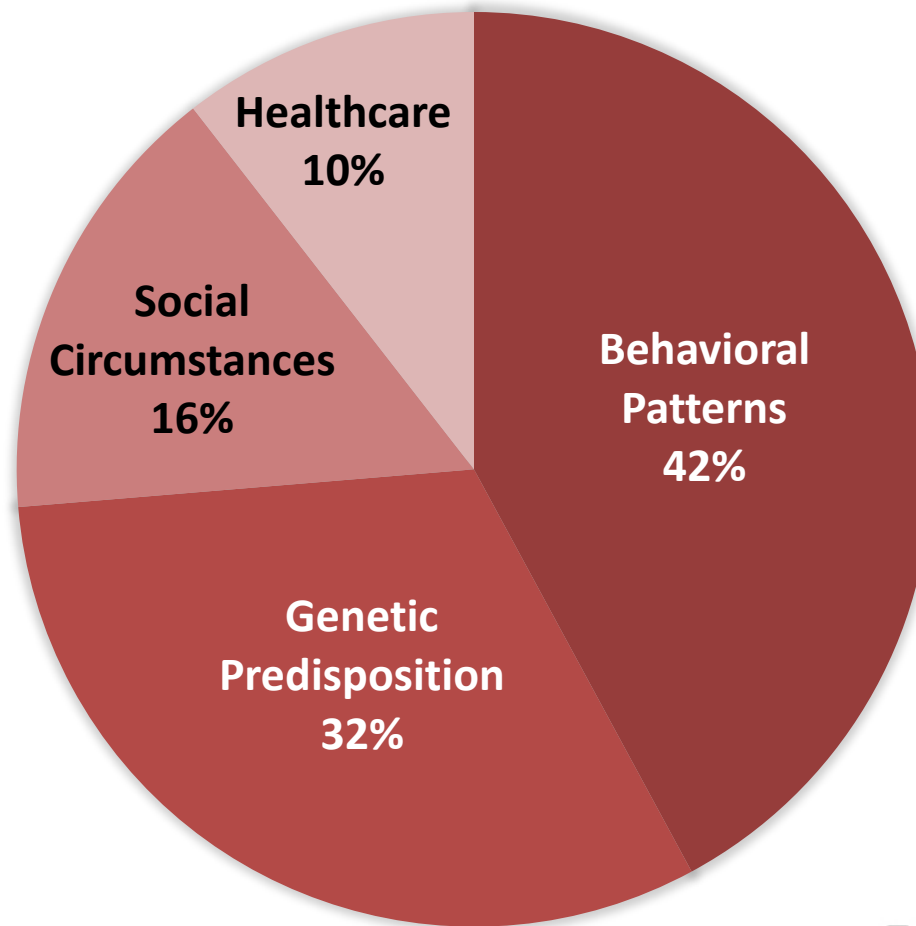


THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives

Contributors to Premature Death from Cardiovascular Disease (CVD)



THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives

CVD Risk Factors

Risk Factors that CAN be changed

- High blood pressure
- High cholesterol
- Tobacco
- Overweight/Obesity
- Diabetes
- Physical inactivity
- Poor diet
- Depression

Risk Factors that cannot be changed

- Race
- Older age (≥ 65)
- Gender
- Heredity



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Behaviors are the #1 killer of Americans



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Healthy Behaviors = Healthy People

People who have the following behaviors have 45% less heart disease, 66% less diabetes, 45% less back pain, 93% less depression, and 74% less stress.

- **Physical activity** - 30 minutes 5 days per week
- **Healthy eating** - 5 fruits and vegetables per day
- **No tobacco**
- **Alcohol in moderation** - 1 drink per day for women, 2 drinks per day for men



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Partnerships

- Ohio State University became first academic partner of **Million Hearts®** in 2013
- Ohio State created an online, inter-professional educational module on CVD in 2014



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Partnerships

- **Women's Heart Alliance** selected Ohio State as its 2nd university partner in 2016

WOMEN'S **HEART** ALLIANCE

- Support from **Congresswoman Joyce Beatty** (OH-3), stroke survivor



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Heart Healthy, Buckeye Strong

- Ohio State campaign launched Fall 2016 to educate female students about heart disease and stroke
- On-campus engagement with athletics, Greek life, Student Life, and medical center



THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives

Heart Healthy, Buckeye Strong

1. Raise awareness
2. Educate through screenings: **Heart Checks**
3. Study current knowledge, attitudes, behaviors of female students (18-40 years)



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Raise awareness

Engage across campus

- a) President's Office
- b) Athletic Department
- c) Student Life
- d) Greek Life



THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives

Raise awareness

Find special events

- a) Dedicated football game
- b) Marching Band feature
- c) Healthy tailgate



THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives

Raise awareness

4 key, simple messages
(repeat, repeat, repeat)

1. Be active
2. Eat healthy
3. Manage stress
4. Avoid tobacco



THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives

Raise awareness

Marketing & Communications

- a) Slogan: **Heart Healthy, Buckeye Strong**
- b) Call to action: Get Heart Checked
- c) Create student videos and share
- d) Microsite: **heartcheck.osu.edu**
- e) Social media: **#getheartchecked**
 - Facebook, Twitter, Snapchat filters
 - Instagram cutouts
 - Contests: Guess the # of Steps taken by Brutus Buckeye



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Raise awareness

Marketing & Communications

- f) Ads in campus newspaper, newsletters, & on campus bus
- e) Peer-to-peer networks
e.g. Greek Life, & student wellness groups
- e) Sidewalk chalk
- f) Residence hall posters



THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives

Heart Check

What is it?

- A brief cardiovascular screening and healthy lifestyle education session
- Designed to be 20-25 minutes or less
- Goal is to increase awareness on personal heart health and educate on healthy lifestyle changes



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Heart Check

Planning

1. Determine location (high traffic area)
2. Select date and time (mid-day)
3. Plan marketing campaign



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Heart Check

Planning

4. Identify key personnel, such as:

Nursing faculty,
NP students, and
BSN students.

5. Order equipment &
supplies



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Heart Check

Equipment & Supplies

- Blood pressure cuffs
- Stethoscopes
- Body Mass Index charts
- Scales
- Stadiometers
- Hand sanitizers
- Computers/iPads
- Cholesterol machines
- Cholesterol supplies
- Educational handouts
- Referral forms
- Miscellaneous eqpt



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Heart Check

Planning

6. Determine who gets a cholesterol screen

Participants who screen positive for one or more of the following:

- diabetes
- obesity (BMI >30)
- hypertension (high BP)
- tobacco user (i.e., smokes, vapes, or chews)
- family history of premature CVD



THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives

Heart Check

Planning

7. Determine triage protocol and referrals, & contact referral sites in advance
 - a) Emergent: BP \geq 180/110 or w/o symptoms → ER immediately
 - b) Urgent/convenient: BP \geq 160-179/100-109 & w/o symptoms → PCP/student health/urgent care w/in 24 hours
 - c) BP 140-159/90-99, elevated cholesterol, abnormal BMI (>30), current smoker with readiness to quit, reports elevated stress → PCP or student health



Heart Check

Planning

8. Consider and order giveaways

(Buckeye Wellness pack: branded shirt, water bottles, reusable lunch kits, hot/cold compress, stress balls)

9. Make copies of referral forms, educational hand-outs, etc.



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Heart Check

Planning

10. Determine logistics

- Designate roles and particular stations/responsibilities
- Table set-up and flow



THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives

Heart Check

Student identified and registered



Student Prescreened → if positive for pre-screening, send to cholesterol station



Student gives consent and starts Intake Survey w/ personnel ready to answer Qs



Student completes Heart Check (w/ or w/o cholesterol)



Student is provided appropriate referrals, giveaways and asked to join study



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Heart Check

Special considerations

- Good logistics/flow
- Use technology to speed up screenings
- Survey questions
e.g. depression screen versus stress screen
- Conduct a trial run



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Research Study Objectives

- Describe the health and healthy lifestyle behaviors of college-aged women (18-40 yrs)
- Analyze the healthy lifestyle beliefs, behaviors and the health of college-aged women
- Determine efficacy of individualized cardiovascular education and skills-building on the health and healthy lifestyle beliefs and behaviors of college-aged women



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Research Study

- Design: longitudinal randomized controlled trial with survey and biometric screening
- Participants entered into a drawing to win 1 of 10 Fitbits
- Randomly assigned code at registration for control vs. intervention



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Research Study

- Survey: 53 questions
 - a) Qs on demographics, personal health, family health, healthy lifestyle beliefs & healthy lifestyle behaviors
 - b) Includes two scales: Perceived Stress Scale – 4 & Healthy Lifestyle Beliefs Scale
 - c) 5 Qs on current knowledge of women and heart disease (used for pre/post test)
 - d) 8 questions completed by Heart Check personnel
 - e) Final 2 Qs ask:
 - About personal commitment to improving one healthy lifestyle behavior?
 - Are they willing to share what they learned with 5 other people?



Research Study

- At 3-months: email follow-up sent to participants to complete either:
 - a) Student Life and web wellness resources or
 - b) Heart Check Education Station (online module)
- At 6-months: repeat both the survey and Heart Check screening



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Research Study

Online Student Wellness Resources for control group

STUDENT LIFE WELLNESS RESOURCES

As part of the research study, please spend 75 minutes learning about wellness by accessing the following websites:

9 Dimensions of Wellness

go.osu.edu/9-dimensions

Wellness initiatives

go.osu.edu/wellness-initiatives

Resources for Wellness

go.osu.edu/wellness-resources

Presentations for wellness

go.osu.edu/wellness-presentations

Thank you for participating in the research study.



THE OHIO STATE UNIVERSITY

WOMEN'S
HEART
ALLIANCE



THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives

Research Study

HEART CHECK EDUCATION STATION

Follow these directions to access the Heart Check Education station:

1. Go to go.osu.edu/millionhearts
2. Select Heart Check Education Station from the Course list
3. Select Create new account if you are a new user or login if you are a returning user.
 - If you are registering as a new user you will receive an email with a confirmation link to verify you have used a valid email address. After receiving this e-mail, please click on the link to activate your account.
 - You will then be directed to a website and you will need to click on the button that says "Enroll Me."
 - This should complete your enrollment into the course.
4. Please watch all 4 lectures.
5. Following completion of the lectures, you will be asked to share information with five family members and/or friends about heart health.

Thank you for your participation in this research study.



THE OHIO STATE UNIVERSITY

WOMEN'S
HEART
ALLIANCE

Heart Check Education Station
for intervention arm with 4 short
lectures on heart health



THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives

Research Study

Heart Check Education Station


- Lecture Content
 1. Heart health overview
 2. Physical activity
 3. Nutrition
 4. Stress Management
- Peer-to-peer videos
- Asks participants to screen 5 friends and family members

HEART CHECK EDUCATION STATION

Follow these directions to access the Heart Check Education station:

1. Go to go.osu.edu/millionhearts
2. Select Heart Check Education Station from the Course list
3. Select Create new account if you are a new user or login if you are a returning user.
 - If you are registering as a new user you will receive an email with a confirmation link to verify you have used a valid email address. After receiving this e-mail, please click on the link to activate your account.
 - You will then be directed to a website and you will need to click on the button that says "Enroll Me."
 - This should complete your enrollment into the course.
4. Please watch all 4 lectures.
5. Following completion of the lectures, you will be asked to share information with five family members and/or friends about heart health.

Thank you for your participation in this research study.

 **THE OHIO STATE UNIVERSITY**

**WOMEN'S
HEART
ALLIANCE**



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives

Research Study

Current numbers

- 6 Heart Checks
- 745+ students screened
- 645 female students enrolled in the study



THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives

80% of heart disease is preventable!

Changing behaviors can save lives:

1. Be active
2. Eat healthy
3. Manage stress
4. Avoid tobacco



THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives

Call to Action!

To educate your students,

*we are happy to share the survey, and/or
have you join our research study
as a new site.*



THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives

Special Thanks

Dr. Bernadette Melnyk, PhD, RN, CPNP/PMHNP, FAANP, FNAP, FAAN – VP for Health Promotion, University Chief Wellness Officer, & Dean of the College of Nursing

Dr. Kate Gawlik, DNP, RN, CNP, ANP-BC, FNP-BC – Assistant Professor of Clinical Nursing, *who is directing a Heart Check on campus today!*

WOMEN'S HEART ALLIANCE



THE OHIO STATE UNIVERSITY
COLLEGE OF NURSING

Transforming health, Transforming lives



Contact us!

Laurel Van Dromme, MA
Chief of Strategic Partnerships
vandromme.2@osu.edu
(614) 292-6077

Adam Warren
Donor Relations &
Special Projects Coordinator
warren.543@osu.edu
(614) 292-2658



THE OHIO STATE UNIVERSITY

COLLEGE OF NURSING

Transforming health, Transforming lives